

Station WOOD-TV GRAND RAPIDS, MI. Agency () BUYING TIME Rep Firm
Advertiser () .PESTKA FOR CONGRESS 650 MASSACHUSETTS AVE,N.W., SUITE 210 Sales Office () PHILADELPHIA
Product Political WASHINGTON, DC 20001 Salesperson () IAN AMBRON
Estimate# 2372 Agency C/P1/P2/E 363/365/2372
Buyer Nathaniel Kronisch Flight Dates 09/26/2012 - 10/02/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-525-9757
Fax#

--- CONTRACT COMMENT ---

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	09/26-09/26	0	0	0	\$0.00	
		Buyline Comment: 1X N/A, MKGD ON LNS 65-71										
	2	TH	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	09/27-09/27	1	1	1	\$150.00	
	3	F	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	09/28-09/28	1	1	1	\$150.00	
	4	M	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	5	TU	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/02-10/02	1	1	1	\$150.00	
	6	W	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	09/26-09/26	0	0	0	\$0.00	
		Buyline Comment: 1X N/A, MKGD ON LNS 65-71										
	7	TH	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	09/27-09/27	1	1	1	\$400.00	
	8	M	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
	9	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/02-10/02	0	0	0	\$0.00	
		Buyline Comment: 1X CXL'D PER CLIENT REQUEST										
	10	W	7A-9A	TODAY SHOW	:30	\$650.00	09/26-09/26	0	0	0	\$0.00	
		Buyline Comment: 1X N/A, MKGD ON LNS 65-71										
	11	F	7A-9A	TODAY SHOW	:30	\$650.00	09/28-09/28	1	1	1	\$650.00	
	12	M	7A-9A	TODAY SHOW	:30	\$650.00	10/01-10/01	1	1	1	\$650.00	

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650 MASSACHUSETTS AVE,N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 363/365/2372
Flight Dates 09/26/2012 - 10/02/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	13	TH	9A-10A	TODAY SHOW 2	:30	\$300.00	09/27-09/27	1	1	1	\$300.00	
	14	F	9A-10A	TODAY SHOW 2	:30	\$300.00	09/28-09/28	1	1	1	\$300.00	
	15	M	9A-10A	TODAY SHOW 2	:30	\$300.00	10/01-10/01	1	1	1	\$300.00	
	16	W	10A-11A	TODAY SHOW 3	:30	\$200.00	09/26-09/26	0	0	0	\$0.00	
			Buyline Comment: 1X N/A, MKGD ON LNS 65-71									
	17	F	10A-11A	TODAY SHOW 3	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
	18	TU	10A-11A	TODAY SHOW 3	:30	\$200.00	10/02-10/02	1	1	1	\$200.00	
	19	W	11A-12P	EIGHT WEST	:30	\$75.00	09/26-09/26	0	0	0	\$0.00	
			Buyline Comment: 1X N/A, MKGD ON LNS 65-71									
	20	TH	11A-12P	EIGHT WEST	:30	\$75.00	09/27-09/27	1	1	1	\$75.00	
	21	F	11A-12P	EIGHT WEST	:30	\$75.00	09/28-09/28	1	1	1	\$75.00	
	22	M	11A-12P	EIGHT WEST	:30	\$75.00	10/01-10/01	1	1	1	\$75.00	
	23	TU	11A-12P	EIGHT WEST	:30	\$75.00	10/02-10/02	1	1	1	\$75.00	
	24	W	12P-1P	NEWS 8 AT NOON	:30	\$225.00	09/26-09/26	1	1	1	\$225.00	
	25	F	12P-1P	NEWS 8 AT NOON	:30	\$225.00	09/28-09/28	1	1	1	\$225.00	
	26	M	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/01-10/01	1	1	1	\$225.00	
	27	TU	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/02-10/02	1	1	1	\$225.00	
	28	M	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	

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Product Political

Estimate# 2372

Buyer Nathaniel Kronisch

Phone#

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Agency () BUYING TIME

650 MASSACHUSETTS AVE,N.W., SUITE 210

WASHINGTON, DC 20001

Agency C/P1/P2/E 363/365/2372

Flight Dates 09/26/2012 - 10/02/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	29	W	3P-4P	DR OZ	:30	\$125.00	09/26-09/26	1	1	1	\$125.00	
			Buyline Comment: PGRM CHNG									
	30	TH	3P-4P	DR OZ	:30	\$125.00	09/27-09/27	1	1	1	\$125.00	
			Buyline Comment: PGRM CHNG									
	31	M	3P-4P	DR OZ	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
			Buyline Comment: PGRM CHNG									
	32	TU	3P-4P	DR OZ	:30	\$125.00	10/02-10/02	1	1	1	\$125.00	
			Buyline Comment: PGRM CHNG									
	33	W	5P-530P	NEWS AT 5P	:30	\$675.00	09/26-09/26	1	1	1	\$675.00	
	34	TH	5P-530P	NEWS AT 5P	:30	\$675.00	09/27-09/27	1	1	1	\$675.00	
	35	M	5P-530P	NEWS AT 5P	:30	\$675.00	10/01-10/01	1	1	1	\$675.00	
	36	TU	5P-530P	NEWS AT 5P	:30	\$675.00	10/02-10/02	0	0	0	\$0.00	
			Buyline Comment: 1X CXL'D PER CLIENT REQUEST									
	37	TH	530P-6P	NEWS AT 5:30P	:30	\$675.00	09/27-09/27	1	1	1	\$675.00	
	38	F	530P-6P	NEWS AT 5:30P	:30	\$675.00	09/28-09/28	1	1	1	\$675.00	
	39	M	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/01-10/01	1	1	1	\$675.00	
	40	TU	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/02-10/02	0	0	0	\$0.00	
			Buyline Comment: 1X CXL'D PER CLIENT REQUEST									
	41	W	6P-630P	NEWS AT 6P	:30	\$1,125.00	09/26-09/26	1	1	1	\$1,125.00	

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9/28/2012 3:21 PM

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	57	SA	11P-1130P	NEWS 8 AT 11	:30	\$900.00	09/29-09/29	1	1	1	\$900.00	
	58	SU	6A-7A	NEWS 8 DAYBREAK	:30	\$125.00	09/30-09/30	1	1	1	\$125.00	
	59	SU	7A-8A	NEWS 8 DAYBREAK	:30	\$250.00	09/30-09/30	1	1	1	\$250.00	
	60	SU	8A-9A	SUNDAY TODAY	:30	\$600.00	09/30-09/30	1	1	1	\$600.00	
	61	SU	9A-10A	MEET THE PRESS	:30	\$1,000.00	09/30-09/30	1	1	1	\$1,000.00	
	62	SU	10A-1030A	LOCAL POINT - POLITICAL SHOW	:30	\$400.00	09/30-09/30	1	1	1	\$400.00	
	63	SU	6P-7P	NEWS 8 AT 6	:30	\$750.00	09/30-09/30	1	1	1	\$750.00	
	64	SU	8P-1130P	NBC SUNDAY NIGHT FOOTBALL	:30	\$500.00	09/30-09/30	0	0	0	\$0.00	
			Buyline Comment: 1X N/A, MKGD ON LNS 65-71									
	65	M-TU	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/01-10/02	1	1	1	\$150.00	
			Buyline Comment: MKGD FOR LN 1									
	66	M-TU	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/01-10/02	1	1	1	\$400.00	
			Buyline Comment: MKGD FOR LN 6									
	67	M-TU	7A-9A	TODAY SHOW	:30	\$650.00	10/01-10/02	1	1	1	\$650.00	
			Buyline Comment: MKGD FOR LN 10									
	68	M-TU	10A-11A	TODAY SHOW 3	:30	\$200.00	10/01-10/02	1	1	1	\$200.00	
			Buyline Comment: MKGD FOR LN 16									
	69	M-TU	11A-12P	EIGHT WEST	:30	\$75.00	10/01-10/02	1	1	1	\$75.00	
			Buyline Comment: 1X N/A, MKGD ON LNS 65-71									
	70	F	6A-7A	NEWS	:30	\$400.00	09/28-09/28	1	1	1	\$400.00	
			Buyline Comment: MKGD FOR LN 56									

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Product	Political				WASHINGTON, DC 20001			Salesperson () IAN AMBRON				
Estimate#	2372			Agency C/P1/P2/E	363/365/2372							
Buyer	Nathaniel Kronisch			Flight Dates	09/26/2012 - 10/02/2012			Salesperson Phone#		215-567-6005		
Phone#				Hiatus Weeks				Salesperson FAX#		215-525-9757		
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	71	SU	7P-8P	FOOTBALL NIGHT IN AMER	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
	Buyline Comment: MKGD FOR LN 64											

---REPORT TOTALS---

Report Totals: 60 / \$27,775.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$17,775.00 Oct 12: 25 / \$10,000.00

Sales Totals: 60 / \$27,775.00

Station Totals: 60 / \$27,775.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$74,185	CATV	0%	WOOD	37%	WOTV	1%	WWMT	32%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	17%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE